

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BERN

INFO AMEMBASSY BONN

AMCONSUL MILAN

AMCONSUL ZURICH

UNCLAS STATE 274534

BONN FOR IMC COLOGNE; MILAN FOR USTC

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJECT: FY-76 YEAR-END CCP REVIEW - WASHINGTON COMMERCIAL

--- ACTION GROUP (WCAG)

REF: (A) BERN 4715; (B) STATE 201563

YEAR-END WCAG REVIEW COMPLETED OCTOBER 27, WITH USDOC AND
STATE REPRESENTED. MAJOR TOPICS OF DISCUSSION INCLUDED
BERN'S EXCELLENT HANDLING OF FOREIGN BUYER PROGRAM (FBP);
ITS INFORMATIVE COMMERCIAL NEWSLETTER; ANTICIPATED SUCCES-
SES WITH FORTHCOMING ISP'S; AND FORECASTING OF TOPS,
WTDRS, ADS, FTI, ETC.

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BERN'S JULY REPORT ON THE FBP "SEMICON WEST", WAS THE FIRST

SUCH REPORT RECEIVED (ALL CCP POSTS) SINCE MARCH 1976. THE PROSPECT OF TWELVE MILLION DOLLARS IN SALES WAS TRULY OUTSTANDING AND INDICATED BERN HAS SELECTED ITS BUYERS WELL.

COMMERCIAL NEWSLETTER, ESPECIALLY GRAPHICS AND FEATURE ARTICLES, RANKS WITH ANY SIMILAR PUBLICATION CURRENTLY BEING PUT OUT AT CCP POSTS.

AS INDICATED IN STATE'S 201563, BERN'S PROJECTIONS ON TOPS, ADS, WTDR'S FTI, ETC., REGULARLY EXCEEDS CCP PROJECTIONS, ALTHOUGH LATTER CONTINUE TO BE WELL UNDER PRIOR YEAR'S ACTUAL ACHIEVEMENTS. HENCE, QUESTION IS RAISED AS TO JUST WHAT CRITERIA SHOULD BE APPLIED IN MAKING NUMERICAL PROJECTIONS (NOT ONLY IN BERN, BUT OTHER CCP POSTS AS WELL.)

QUESTION WAS RAISED AS TO WHETHER SWITZERLAND'S EXCELLENT, ANNUAL SELECTION OF INTERNATIONAL TRADE FAIRS COULD BE UTILIZED ON A REGIONAL BASIS. FOR EXAMPLE, WOULD IT BE POSSIBLE OR USEFUL TO EXPLORE WITH MILAN AND/OR BONN TRADE CENTERS POSSIBILITY OF DOING ONE OR TWO SHOWS ANNUALLY IN BASEL AND/OR ZURICH? POST'S COMMENTS ON THIS MATTER WOULD BE APPRECIATED.

FY-77/78 ARE EXPECTED TO SEE TWO IN-STORE-PROMOTIONS (ISP) IN SWITZERLAND, WITH PROSPECT THAT LOCAL FOOD CHAINS MAY BE ABLE TO HELP U.S. SUPPLIERS FURTHER CAPITALIZE ON THIS PROMOTIONAL TECHNIQUE.

USDOC BELIEVES THAT BERN'S TWO YEARS CCP EXPERIENCE, AND GOOD CORRDIATION ON FY-77 CCP EFFORT, SHOULD RESULT IN INCREASING UTILITY OF CCP AND MUTUALLY BENEFICIAL HANDLING OR E/C RESOURCES AT POST. KISSINGER

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